

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kinerja keuangan dan ukuran perusahaan terhadap nilai perusahaan dengan *corporate social responsibility* sebagai variabel moderasi. Sampel yang digunakan dalam penelitian ini adalah perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia (BEI) selama taun 2014-2017.

Teknik pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling*. Berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 39 perusahaan dengan total keseluruhan sebesar 156 data pengamatan. Namun dari 156 data terdapat 8 data *outlier* sehingga penelitian ini menguji 148 data pengamatan. Teknik analisis yang digunakan adalah analisis regresi berganda dengan menggunakan alat bantu SPSS (*Statistical Product And Service Solutions*) versi 20.

Hasil penelitian ini menunjukkan bahwa: (1) profitabilitas berpengaruh positif terhadap nilai perusahaan. (2) *leverage* tidak berpengaruh terhadap nilai perusahaan. (3) likuiditas tidak berpengaruh terhadap nilai perusahaan. (4) ukuran perusahaan berpengaruh positif terhadap nilai perusahaan. (5) CSR mampu memoderasi pengaruh profitabilitas terhadap nilai perusahaan. (6) CSR tidak mampu memoderasi pengaruh *leverage* terhadap nilai perusahaan. (7) CSR mampu memoderasi pengaruh likuiditas terhadap nilai perusahaan. (8) CSR tidak mampu memoderasi pengaruh ukuran perusahaan terhadap nilai perusahaan.

Kata kunci: Kinerja Keuangan, Ukuran Perusahaan, Nilai Perusahaan, *Corporate Social Responsibility*.

ABSTRACT

This research aimed to examine the effect of firm size and financial performance on the firm value with corporate social responsibility as moderated variable. While, the population was manufacturing companies which were listed in Indonesia Stock Exchange (IDX) 2014-2017.

The data collection technique used purposive sampling, in which the sample was taken based on criteria given. In line with, there were 39 companies as sample with 156 observational data. However, as there were 8 outlier data, the observational data became 148. Moreover, the data analysis technique used multiple regression with SPSS (Statistical Product And Service Solutions) 20.

The research result concluded as follows: (1) Profitability had positive effect on the firm value. (2) leverage did not affect the firm value. (3) liquidity did not affect the firm value. (4) firm size had positive effect on the firm value. (5) CSR was able to moderate the effect of profitability on the firm value. (6) CSR was not able to moderate the effect of leverage on the firm value. (7) CSR was able to moderate the effect of liquidity on the firm value. (8) CSR was not able to moderate the effect of firm size on the firm value.

Keyword: Financial performance, Firm Size, Firm Value, Corporate Social Responsibility